



Consumer's Guide Available for Wisconsin Farm-Raised Fish

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MADISON – Have you ever wondered how fish are raised in Wisconsin or the health benefits of eating farm-raised fish? The answers to these questions and more are now available online in *A Consumer's Guide for Wisconsin Farm-Raised Fish*.

The consumer's guide is an overview of Wisconsin's aquaculture industry. The guide offers resources to consumers to make informed choices on buying locally-grown fish and provides additional references including articles, websites, and studies to supply more information.

"This is a great guide for beginning and experienced fish farmers, consumers, and food business owners," said Jeff Taylor, President of the Wisconsin Aquaculture Association (WAA) and General Manager of Star Prairie Trout Farm. "This guide is very comprehensive and offers beneficial information."

Some topics discussed in the consumer's guide include:

- Basics of aquaculture management in Wisconsin
- Nutritional benefits of eating Wisconsin farm-raised fish
- Advantages of eating local fish from Wisconsin
- Where to purchase farm-raised fish for your family

Wisconsin's aquaculture industry contributes \$21 million in economic activity annually. There are over 2,300 registered fish farms in Wisconsin. Our state's fish farms use a variety of systems to raise over 25 different species of fish for food, stocking, bait, and recreation.

"Wisconsin fish farmers take great pride in the product they produce," added Taylor. "This guide encourages consumers to buy local and sustainable farm-raised fish to support these producers."

Fish can be an important part of a balanced diet providing high-quality protein, omega-3 fatty acids, and many other vitamins and minerals. Wisconsin farm-raised fish can be purchased directly from the farm, from supermarkets, or at restaurants.

This guide was developed by the: Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), WAA, UW-Stevens-Point Northern Aquaculture Demonstration Facility, and UW-Extension Aquaculture Outreach. Additional sections will continue to be added to the online guide in the future. The WAA will also celebrate Aquaculture Day on Saturday, July 16, 2011 with a Fish Farm Day Open House to allow consumers to visit participating farms and facilities to learn more.

To access the consumer's guide, visit www.wisconsinaquaculture.com/Forms/Complete_Guide.pdf. For more information on Wisconsin aquaculture, contact Mike Bandli of DATCP at 608-224-5136 or see the Wis Aquaculture Industry Advisory Council on [Facebook](https://www.facebook.com/WisconsinAquaculture).



Fingerlings enjoy the pristine spring water of Star Prairie Trout Farm of Northwestern Wisconsin. The *Consumer's Guide for Wisconsin Farm-Raised Fish* provides information to fish farmers and consumers about how fish is grown in Wisconsin. (DATCP File Photo)

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